WHATSIT?

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(Wow! How'd All That Stuff get In There?)

The desktop computer software market is cluttered with pong games on one hand, and rigid, highly-technical programs on the other. But what is there for people who want their micro computers to bring some order into their home lives and small businesses?

That's what WHATSIT's all about—sophisticated software, infinitely useful, that adapts to **your** needs, rather than forcing you to tailor your needs to a rigid, predetermined format.

For the past 2 years, experienced computer users have been telling us that WHATSIT is, above all, **easy** to use. Fact is, just about anyone who can type a simple sentence can feel comfortable with WHATSIT in no time.

Even if you've never operated a computer, you can be storing and retrieving information like a pro, on your very first try.

You don't have to know beans about a computer or computer programming. And you don't have to memorize a lot of technical hocus pocus either.

That's because WHATSIT doesn't intimidate you. She **talks** to you, and you can talk back in simple English.

Tell it to WHATSIT.
She won't let you forget it.

WHATSIT is a unique software product we call a self-indexing query system—like an electronic file cabinet, only faster and more efficient.

You can store all kinds of important information about your hobbies, your personal belongings, your customers or just about any other aspect of your life. Later, when you need the information, WHATSIT flashes it back, lickity-split!

But don't try to compare her with conventional data managers; WHATSIT is quite unlike anything you've ever seen.
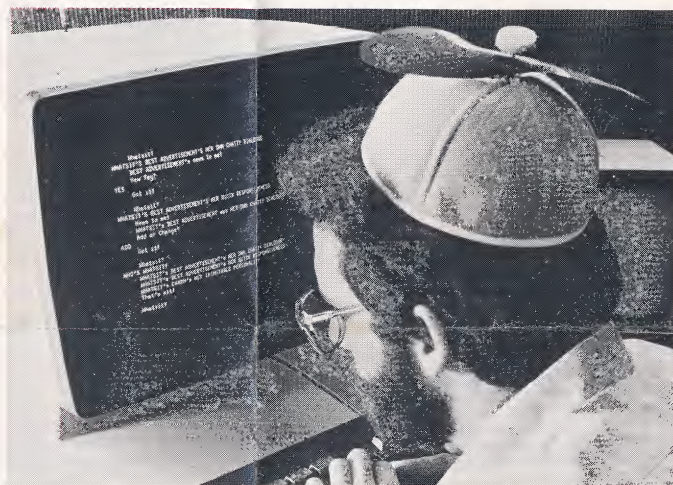
Information is stored in WHATSIT in the form of simple, declarative sentences, and that's just the way WHATSIT gives it back to you, so it's easy to understand.

Here's how she works:

Each request in WHATSIT is always a complete sentence like "Jim's birthday's April 15." Here "Jim" is what we call the **subject**; "birthday" is the **tag**; and "April 15" is the **object** of the sentence.

WHATSIT is unique in accepting an unlimited number of "objects," or detail entries, under any single heading. For example, she can associate the same person with two or more phone numbers—not just one.

Information may be obtained by keying onto any **subject, tag** or **object** of your choice. (Take a look at the actual display pictured here. Operator inputs at the left margin, WHATSIT responses indented.)

You can ask WHATSIT to "spill" all she knows about Jim, or anyone else; all the birthdays she has on file; or all the events, appointments, deadlines or whatnot she has on file for April 15.

WHATSIT is available in versions for Apple II computers, NorthStar computers and disc systems, and of course the industry-standard CP/M.

In case you're interested, here's some technical stuff:

WHATSIT, an acronym for the words "Wow! How'd All That Stuff get In There?" is an effective data base/query system for micro computer users. Used as a data base "manager," WHATSIT can support a disc-resident data base and process queries (as well as updates) in a real-time conversational mode.

Using simple pidgin English "requests," you can store, index and retrieve information about one or more aspects of related or unrelated subjects. Information is stored under your designated "subject" and "tag" headings, which (along with the data) can be added to, changed or deleted at any time.

Information stored under related "subjects" and "tags" is automatically cross-indexed so that simple, coherent "requests," such as "Who's Wendell Wilkie?" will cause all information on that subject to appear on the screen, regardless of when it was originally stored in the system. Response time is usually only a matter of seconds, due to WHATSIT's novel disc organization technique.

Compatible models are available for NorthStar, CP/M or Apple systems utilizing as little as 24K of memory and providing as many as 25,000 entries, each up to 200 characters in length. The three available models utilize NorthStar BASIC, CBASIC and Apple Integer BASIC respectively. At least one disc drive is required.

Necessary utility programs for sifting out deleted entries or completely cleaning all data from the disc are included with your WHATSIT package. WHATSIT comes with a clearly written, illustrated manual that presumes absolutely no previous knowledge of computer programming or use.

A creation of

COMPUTER HEADWARE